

# COMPARISONS OF AVERAGE AUDIENCE ESTIMATES - SELECTED PROGRAM TYPES

SECOND REPORT FOR JUNE 1983

EVENING 7:00-11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min	All 55- 60 Min	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	11.8	13.7	12.1	12.5		13.5	11.9	12.3	10.7	13.2	12.3	8.7	12.1
NO. OF PROGRAMS†	9	11	31	7	IFR	7	30	35	32	42	74	6	80

EVENING  
6:00-7:00PM

MONDAY-FRIDAY  
11:30-1:00AM

WEEKDAY DAYTIME 10:00AM-4:30PM

WEEKEND DAYTIME

	Informational(1)												
	Once-a-Week	Multi-weekly	11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 1:30PM	Chil- dren's(1)	Regular	Sports Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	6.3	9.2	5.1	7.1	4.6		4.9	6.8	6.1	4.2	4.9	4.6	4.7
NO. OF PROGRAMS†	5	3	7	12	11	IFR	13	12	25	31	9	11	20

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

## NATIONAL TV NIELSEN RATINGS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JUNE 19, 1983

### NIELSEN AVERAGE AUDIENCE

		AUDIENCES				AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)	RANK	PROGRAM	% U.S.	NO. (000)
1	HART TO HART#	20.9	17,410	10	ARCHIE BUNKER'S PLACE#	16.1	13,410
2	A TEAM	17.5	14,580	11	CAGNEY & LACEY	16.0	13,330
2	AFTER GEORGE(S)	17.5	14,580	12	KNIGHT RIDER	15.9	13,240
4	M*A*S*H	17.1	14,240	12	MAGNUM, P.I.	15.9	13,240
5	NEWHART	16.8	13,990	14	BARBARA WALTERS SPECIAL(S)	15.8	13,160
6	HILL STREET BLUES	16.7	13,910	15	NBC SUNDAY NIGHT MOVIE	15.7	13,080
7	JEFFERSONS	16.4	13,660	15	60 MINUTES	15.7	13,080
7	SIMON & SIMON	16.4	13,660	17	FACTS OF LIFE	15.3	12,740
9	TRAPPER JOHN, M.D.	16.2	13,490				

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
•EVENING																												
A TEAM					17	207	209	98	99	A	17.5	34	1458	BRING 'EM BACK ALIVE					2					A	6.8	14	566	
TUE.	8.00P	60	NBC A							B	19.4	31	1616	2 TUE.	8.00P	60	CBS A				190		99	B	7.4	14	616	
ABC FRIDAY NIGHT MOVIE					8	184		97		A	12.0	23	1000	BUFFALO BILL					3	198	196	98	97	A	13.8	24	1150	
1 FRI.	9.00P	120	ABC FF							B	12.2	22	1016	WED.	9.30P	30	NBC CS							B	13.8	24	1150	
ABC MONDAY NIGHT BSB-L-PRE					2	195	196	97	97	A	7.7	16	641	CAGNEY & LACEY					27	185	197	96	99	A	16.0	28	1333	
1 MON.	8.00P	11	ABC SC							B	7.7	16	641	MON.	10.00P	60	CBS OP				203	204	99	99	B	15.0	24	1250
2 MON.	8.00P	12												CBS EVENING NEWS-RATHER				180					A	10.9	25	908		
ABC MONDAY NIGHT BASEBALL					2	195	196	97	97	A	9.1	16	758	M-F	6.30P	30	CBS N						B	13.8	25	1150		
1 MON.	8.11P	175	ABC SE							B	9.1	16	758	CBS EVENING NEWS-DEAN				25			181	175	90	90	A	6.9	18	575
2 MON.	8.12P	161												SUN.	6.30P	30	CBS N						B	9.4	19	783		
ABC NEWSBRIEF-M-F					175	184	185	96	94	A	11.3	21	941	CBS REPORTS(S)							188		98	A	8.7	16	725	
1 MON.	8.10P	1	ABC N							B	15.8	25	1316	1 TUE.	8.00P	60	CBS DN											
TU-TH	9.58P	1												CBS SAT. NEWS-SCHIEFFER				27			158	154	88	88	A	7.7	20	641
1 FRI.	10.06P	2												SAT.	6.30P	30	CBS N						B	10.0	20	833		
2 MON.	8.11P	1												CBS SAT. NIGHT MOVIE				34			193	199	96	99	A	12.4	25	1033
2 FRI.	8.58P	1												1 SAT.	9.00P	134	CBS FF						B	14.8	26	1233		
ABC NEWSBRIEF-SAT.					35	191	191	96	97	A	15.0	29	1250	2 SAT.	9.00P	120												
SAT.	9.58P	1	ABC N							B	19.0	32	1583	CBS TUESDAY NIGHT MOVIES				28			199	195	99	99	A	12.7	22	1058
ABC NEWSBRIEF-SUN.					36	196	193	97	97	A	15.0	26	1250	TUE.	9.00P	120	CBS FF						B	16.3	26	1358		
1 SUN.	10.01P	1	ABC N							B	16.9	26	1408	CBS WEDNESDAY NIGHT MOVIE				23			192	191	96	96	A	13.5	25	1125
2 SUN.	9.58P	2																										

[illegible]

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME											HOUSEHOLD AUDIENCES											PROGRAM NAME											HOUSEHOLD AUDIENCES										
WK # DAY				START TIME		DUR		NET		T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		WK # DAY				START TIME		DUR		NET		T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)	
EVENING CONT'D																																											
FAMILY TIES MON. 8.30P 30 NBC CS 9 199 205 95 98 A 13.5 25 1125																						1 MON. 9.44P 1 NBC N B 12.3 19 1025																					
FANTASY ISLAND SAT. 10.00P 60 ABC A 27 201 201 99 99 A 13.7 22 1141																						1 W & F 9.58P 1																					
																						2 TUE & TH 9.58P 1																					
FILTHY RICH WED. 8.30P 30 CBS CS 2 187 186 97 98 A 7.5 15 625																						NBC NEWS DIGEST-SAT SAT. 8.58P 1 NBC N 36 171 173 83 88 A 9.0 20 750																					
GIMME A BREAK THU. 9.00P 30 NBC CS 22 198 199 99 99 A 7.5 15 625																						NBC NEWS DIGEST-2-SAT. 2 SAT. 9.58P 1 NBC N 18 166 87 A 5.9 11 491																					
																						B 14.1 22 1175																					
GOLD MONKEY WED. 9.00P 60 ABC A 3 195 198 99 98 A 11.4 21 950																						NBC NEWS DIGEST-SUN SUN. 8.58P 1 NBC N 36 175 177 88 87 A 8.6 17 716																					
HAPPY DAYS TUE. 8.00P 30 ABC CS 33 198 206 99 99 A 11.6 20 966																						NBC NEWS DIGEST-2-SUN. 1 SUN. 9.50P 1 NBC N 15 177 91 A 13.6 20 1133																					
																						B 10.4 21 866																					
HART TO HART 1 TUE. 10.00P 60 ABC PD 28 201 98 A 16.1 25 1341																						NBC NIGHTLY NEWS-SAT. 1 SAT. 6.30P 30 NBC N 28 167 88 A 5.7 15 475																					
																						B 20.9 37 1741																					
HILL STREET BLUES THU. 10.00P 60 NBC OP 36 216 215 99 99 A 18.9 32 1574																						NBC NIGHTLY NEWS-SUN SUN. 6.30P 30 NBC N 28 172 172 88 89 A 8.4 17 700																					
																						B 16.7 31 1391																					
IT TAKES TWO THU. 9.30P 30 ABC CS 3 193 199 97 96 A 18.2 31 1516																						NBC NIGHTLY NEWS M-F 6.30P 30 NBC N 179 205 206 99 99 A 5.3 14 441																					
																						B 10.8 20 900																					
JEFFERSONS 32 200 200 99 99 A 11.8 21 983																						NBC SUNDAY NIGHT MOVIE SUN. 9.00P 120 NBC FF 32 196 195 99 97 A 17.1 27 1424																					
																						B 16.4 30 1366																					
																						A 7.8 14 650																					
SUN. 9.00P 30 CBS CS 5 194 203 97 99 A 11.5 22 958																						1 TUE. 10.00P 60 NBC DN 4 185 192 97 95 A 7.9 16 658																					
JOANIE LOVES CHACHI TUE. 8.30P 30 ABC CS 33 198 195 98 98 A 11.9 21 991																						NEW ODD COUPLE THU. 8.30P 30 ABC CS 2 200 201 99 99 A 9.2 17 766																					
KNIGHT RIDER FRI. 9.00P 60 NBC A 2 194 194 99 99 A 15.9 31 1324																						NEWHART SUN. 9.30P 30 CBS CS 2 200 201 99 99 A 16.8 30 1399																					
																						B 15.3 25 1274																					
KNOTS LANDING THU. 10.00P 60 CBS GD 2 194 194 99 99 A 11.3 21 941																						NEWS IS THE NEWS 2 WED. 10.00P 30 NBC CV 1 190 97 A 10.5 20 875																					
LOVE BOAT SAT. 9.00P 60 ABC CS 34 200 198 98 99 A 11.3 21 941																						B 10.5 20 875																					
																						A 14.8 30 1233																					
LOVE, SIDNEY MON. 8.00P 30 NBC CS 10 195 203 94 96 A 19.8 34 1649																						NEWSBREAK-M-F MTU THF 8.58P 1 CBS N 178 180 180 91 91 A 9.9 19 825																					
MAGNUM, P.I. THU. 8.00P 60 CBS PD 34 203 202 99 99 A 12.0 24 1000																						B 14.7 23 1225																					
																						B 12.7 21 1058																					
M*A*S*H MON. 9.00P 30 CBS CS 8 187 200 96 99 A 15.9 33 1324																						NEWSBREAK-SAT. SAT. 8.58P 1 CBS N 36 185 187 94 94 A 6.6 15 550																					
MATT HOUSTON SUN. 8.00P 60 ABC PD 27 203 203 99 99 A 21.7 35 1608																						B 11.5 20 958																					
																						A 17.1 29 1424																					
MONITOR SAT. 10.00P 60 NBC DN 13 179 180 92 92 A 16.5 26 1374																						NEWSBREAK-SUN. SUN. 8.58P 1 CBS N 36 189 186 95 90 A 13.3 26 1108																					
NBC MONDAY NIGHT MOVIES MON. 9.00P 120 NBC FF 23 168 199 89 98 A 12.8 27 1066																						B 16.9 25 1408																					
																						A 15.4 24 1283																					
																						A 13.5 27 1125																					
																						B 13.8 27 1150																					
																						A 8.9 19 741																					
																						B 11.3 19 941																					
																						A 14.1 25 1175																					
																						B 13.4 23 1116																					
																						A 13.3 24 1108																					
																						B 13.8 23 1150																					



## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND JUNE 1983 REPORT

PROGRAM NAME														PROGRAM NAME															
WK # DAY		START TIME	DUR	NET	PROG. TYPE	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				WK # DAY		START TIME	DUR	NET	PROG. TYPE	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
						WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)									WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D																													
QUINCY, M.E.						185	181	95	92	A	8.0	16	666	ABC NEWS: NIGHTLINE-MON(B)						195			97	A	2.7	12	225		
SAT.		9.00P	60	NBC	OP					B	8.0	16	666	1 MON. 12.29A 33 ABC N															
REAL PEOPLE						208	208	98	98	A	11.9	24	991	ABC NEWS: NIGHTLINE-THU(B)						191			95	A	1.4	7	117		
WED.		8.00P	60	NBC	PV					B	16.2	26	1349	2 THU. 12.30A 30 ABC N															
REMINGTON STEELE						197	196	99	98	A	14.7	26	1225	ABC WEEKEND REPORT-SAT.						162		163	89	89	A	4.8	11	400	
TUE.		9.00P	60	NBC	GD					B	15.2	24	1266	SAT. 11.00P 15 ABC N						165		163	90	89	A	5.5	11	458	
RIPLEY'S BELIEVE IT-NOT						188	188	96	96	A	7.9	19	658	ABC WEEKEND REPORT-SUN.						165		163	90	89	A	5.1	11	425	
SUN.		7.00P	60	ABC	U					B	11.6	19	966	SUN. 11.00P 15 ABC N															
ST. ELSEWHERE							199		99	A	12.2	22	1016	CBS NEWS NIGHTWATCH-1						162		76	77	68	70	A	1.7	19	142
2 TUE.		10.00P	60	NBC	GD					B	11.6	19	966	M-THSU 2.00A 30 CBS N						116		115	92	92	A	1.6	19	133	
SEVEN BRIDES/SEVEN BROS.						191	196	97	99	A	6.0	14	500	CBS NEWS NIGHTWATCH-2						175		116	115	92	92	A	1.4	29	117
SAT.		8.00P	60	CBS	MD					B	6.6	15	550	M-THSU 2.30A 210 CBS N															
SILVER SPOONS						196	200	93	98	A	11.2	25	933	CBS SUNDAY NEWS-OSGOOD						114		115	63	64	A	5.6	12	466	
SAT.		8.30P	30	NBC	CS					B	14.9	26	1241	SUN. 11.00P 15 CBS N						188		188	98	98	A	5.9	12	491	
SIMON & SIMON						202	202	99	99	A	16.4	31	1366	DAVID LETTERMAN I						143									
THU.		9.00P	60	CBS	PD					B	20.3	31	1691	M-TH 12.30A 30 NBC GV						190		190	98	98	A	3.4	16	283	
60 MINUTES						208	208	99	99	A	15.7	37	1308	DAVID LETTERMAN II						143									
SUN.		7.00P	60	CBS	DN					B	23.9	40	1991	M-TH 1.00A 30 NBC GV						201									
SMALL & FRYE						186	186	97	97	A	7.7	16	641	GILDA LIVE(S)															
														2 SAT. 11.42P 83 NBC GV															
WED.		8.00P	30	CBS	CS					B	7.3	15	608	LATE MOVIE I						176		166	165	87	87	A	6.5	21	541
SQUARE PEGS						188		97		A	11.9	23	991	1 M & TH 11.30P 71 CBS FF															
1 MON.		8.00P	30	CBS	CS					B	12.1	22	1008	1 TU & W 11.30P 72															
T.J. HOOKER						199	193	97	98	A	10.3	24	858	1 FRI. 11.30P 68															
SAT.		8.00P	60	ABC	OP					B	14.7	26	1225	2 M-TH 11.30P 71															
TAXI							189		97	A	9.4	18	783	2 FRI. 11.30P 75															
2 WED.		10.30P	30	NBC	CS					B	9.4	18	783	LATE MOVIE II						176		166	165	87	87	A	4.7	25	392
THREE'S COMPANY						203	207	99	99	A	14.8	26	1233	1 M & TH 12.41A 47 CBS FF															
TUE.		9.00P	30	ABC	CS					B	20.3	31	1691	1 TUE. 12.42A 52															
TOO CLOSE FOR COMFORT						197	204	98	96	A	9.7	19	808	1 WED. 12.42A 46															
THU.		9.00P	30	ABC	CS					B	15.6	24	1299	1 FRI. 12.38A 45															
TRAPPER JOHN, M.D.						202	203	99	99	A	16.2	29	1349	2 MON. 12.41A 44															
SUN.		10.00P	60	CBS	GD					B	18.4	31	1533	2 TUE. 12.41A 49															
20/20						201	203	99	99	A	14.2	27	1183	2 WED. 12.41A 45															
THU.		10.00P	60	ABC	DN					B	15.1	25	1258	2 THU. 12.41A 48															
USFL FOOTBALL SPECIAL(S)							196		98	A	4.7	10	392	2 FRI. 12.45A 46															
2 FRI.		9.00P	204	ABC	CE									NBC LATE NIGHT MOVIE						36		52	58	38	42	A	1.5	5	125
VOYAGERS						193	194	94	94	A	5.8	14	483	1 SUN. 11.30P 68 NBC FF															
SUN.		7.00P	60	NBC	A					B	9.7	16	808	2 SUN. 11.42P 59															
*LATE FRINGE														NBC NEWS OVERNIGHT-M-F						179		149	149	91	91	A	1.5	13	125
ABC NEWS: NIGHTLINE						193	193	96	97	A	4.1	13	342	MON. 1.30A 43 NBC N															
1 MON.		12.02A	27	ABC	N					B	4.8	15	400	1 TUE. 1.30A 44															
1 TU-F		11.30P	60											1 W & TH 1.30A 45															
2 M-W		11.30P	60											1 FRI. 2.00A 43															
2 THU.		12.00M	30											2 TUE. 1.30A 46															
														2 WED. 1.30A 42															
														2 THU. 1.30A 44															
														2 FRI. 2.12A 45															

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND JUNE 1983 REPORT

PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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2 THU.	11.30P	30 ABC SE												GOOD MORN,AMER-THU-830(B)						180		83	A	4.0	21	333
*WEEKDAY DAYTIME														2 THU. 8.30A 30 ABC N												
ABC DAYTIME NEWSBRIEF-M-F		178	179	179	94	94	A	8.2	27	683	GUIDING LIGHT		182	203	203	99	99	A	7.4	25	616					
M-F 1.57P 2 ABC N							B	8.3	28	691	M-F 3.00P 60 CBS DD							B	7.4	25	616					
ABC WORLD NEWS-MORN-645A		110	148	150	88	88	A	1.8	17	150	LOVE BOAT DAYTIME		179	189	189	95	95	A	5.6	24	466					
M-F 6.45A 15 ABC N							B	2.0	17	167	1 M-F 11.00A 60 ABC CS							B	5.0	22	417					
ALL MY CHILDREN		179	203	203	99	99	A	9.1	30	758	2 MTUWF 11.00A 60															
M-F 1.00P 60 ABC DD							B	9.3	31	775	NEW BATTLESTARS		50	148	148	73	73	A	2.8	11	233					
ANOTHER WORLD		179	204	204	99	99	A	4.9	18	408	M-F 12.00N 30 NBC QG							B	2.5	10	208					
M-F 2.00P 60 NBC DD							B	4.9	18	408	NEWSBREAK-11.57		182	178	179	90	90	A	6.6	27	550					
AS THE WORLD TURNS		183	203	203	99	99	A	7.8	26	650	M-F 11.57A 2 CBS N							B	7.0	29	583					
M-F 1.30P 60 CBS DD							B	7.6	26	633	NEWSBREAK-3.57		182	189	189	96	96	A	5.7	18	475					
CAPITOL		183	194	194	96	96	A	5.9	22	491	M-F 3.57P 2 CBS N							B	6.2	19	516					
M-F 2.30P 30 CBS DD							B	5.8	21	483	ONE LIFE TO LIVE		179	203	203	99	99	A	7.8	28	650					
CBS EARLY MORNING NEWS		175	122	121	87	86	A	1.5	19	125	M-F 2.00P 60 ABC DD							B	8.0	29	666					
M-F 6.30A 30 CBS N							B	1.2	14	100	PRICE IS RIGHT 1		182	205	205	99	99	A	6.1	27	508					
CBS MORNING NEWS 1		175	187	187	99	99	A	3.4	19	283	M-F 11.00A 30 CBS AP							B	6.7	30	558					
M-F 7.30A 30 CBS N							B	3.4	17	283	PRICE IS RIGHT 2		183	205	205	99	99	A	8.1	34	675					
CBS MORNING NEWS 2		175	187	187	99	99	A	3.2	15	267	M-F 11.30A 30 CBS AP							B	8.5	36	708					
M-F 8.30A 30 CBS N							B	3.4	16	283	RYAN'S HOPE		179	180	183	95	95	A	5.1	19	425					
CHILD'S PLAY		183	163	164	84	86	A	4.2	19	350	M-F 12.30P 30 ABC DD							B	5.5	21	458					
M-F 10.30A 30 CBS QP							B	4.2	19	350	SALE OF THE CENTURY		115	148	148	85	84	A	4.3	19	358					
DAYS OF OUR LIVES		179	209	209	99	99	A	5.6	19	466	M-F 10.30A 30 NBC QG							B	4.2	19	350					
M-F 1.00P 60 NBC DD							B	5.7	19	475	SEARCH FOR TOMORROW		180	165	164	82	82	A	2.8	11	233					
											M-F 12.30P 30 NBC DD							B	2.7	10	222					

1 SAT. 5.00P 90 ABC SA	32	162	160	83	80	B	8.6	20	716	SAT. 10.30A 30 CBS CA					B	6.3	24	525	
AMERICAN BANDSTAND '83						A	3.5	14	292	FACE THE NATION	36	156	160	94	94	A	2.3	10	192
SAT. 12.30P 60 ABC PC						B	4.6	14	383	SUN. 11.30A 30 CBS CC					B	3.0	10	250	
AMERICAN SPORTSMAN	5	180		93		A	3.0	10	250	FLASH GORDON	36	120	93	64	55	A	2.6	11	217
1 SUN. 5.06P 54 ABC SA						B	4.3	12	358	SAT. 12.30P 30 NBC CA					B	3.7	12	308	
ASK NBC NEWS-8:28AM	37	192	187	96	96	A	3.2	24	267	FLINTSTONE FUNNIES	37	192	187	96	96	A	2.8	22	233
SAT. 8.28A 2 NBC CN						B	4.3	28	358	SAT. 8.00A 30 NBC CA					B	3.4	24	283	
ASK NBC NEWS-8:58AM	38	203	198	97	98	A	4.0	24	333	GARY COLEMAN SHOW	38	205	201	94	94	A	5.8	24	483
SAT. 8.58A 2 NBC CN						B	5.4	28	450	SAT. 10.30A 30 NBC CA					B	6.6	24	550	
ASK NBC NEWS-10:28AM	38	212	212	99	99	A	6.7	28	558	GILLIGAN'S PLANET	15	161	166	86	85	A	4.1	17	342
SAT. 10.28A 2 NBC CN						B	7.7	29	641	SAT. 12.00N 30 CBS CA					B	4.8	17	400	
ASK NBC NEWS-10:58AM	38	205	201	94	94	A	6.4	27	533	HULK/SPIDERMAN 1	36	194	174	93	79	A	5.5	23	458
SAT. 10.58A 2 NBC CN						B	6.7	24	558	SAT. 11.00A 30 NBC CA					B	6.0	22	500	
ASK NBC NEWS-11:58AM	36	193	173	93	79	A	5.2	22	433	HULK/SPIDERMAN 2	36	193	173	93	79	A	5.4	23	450
SAT. 11.58A 2 NBC CN						B	6.0	21	500	SAT. 11.30A 30 NBC CA					B	6.3	23	525	
BELMONT STAKES(S)		198		99		A	7.8	24	650	IN THE NEWS- 8.26AM	38	175	175	83	83	A	1.8	13	150
1 SAT. 4.30P 93 CBS SE						B	8.2	24	650	SAT. 8.26A 3 CBS CN					B	2.3	15	192	
BLACKSTAR	19	155	158	82	83	A	4.0	16	333	IN THE NEWS- 8.56AM	38	179	180	83	89	A	2.4	14	200
SAT. 1.00P 30 CBS CA						B	4.4	15	367	SAT. 8.56A 3 CBS CN					B	2.9	15	242	
BUGS BUNNY/ROAD RUNNER 1	18	202	200	99	99	A	3.5	15	292	IN THE NEWS- 9.26AM	38	185	184	96	96	A	3.1	15	258
SAT. 9.30A 30 CBS CA						B	4.1	16	342	SAT. 9.26A 3 CBS CN					B	3.2	14	267	
BUGS BUNNY/ROAD RUNNER 2	18	202	200	99	99	A	5.0	21	417	IN THE NEWS- 9.56AM	31	202	200	99	99	A	3.9	16	325
SAT. 10.00A 30 CBS CA						B	5.7	22	475	SAT. 9.56A 3 CBS CN					B	4.3	17	358	
BUGS BUNNY/ROAD RUNNER 3	17	186	191	97	97	A	5.4	23	450	IN THE NEWS-11.56AM	34	186	191	97	97	A	5.1	21	425
SAT. 11.00A 30 CBS CA						B	6.0	22	500	SAT. 11.56A 3 CBS CN					B	5.2	19	433	



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## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND JUNE 1983 REPORT

PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES												
WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D																																						
U.S.OPEN GOLF-SUN(S)					185	188	88	88					U.S.OPEN GOLF-SUN(S)					184	188	81	88					U.S.OPEN GOLF-SUN(S)					184	188	81	88				
2 SUN. 2.30P 190 ABC SE					184	188	88	88					2 SUN. 2.30P 190 ABC SE					184	188	81	88					2 SUN. 2.30P 190 ABC SE					184	188	81	88				
WESTCHESTER CLASSIC-SAT(S)					176		94						WESTCHESTER CLASSIC-SAT(S)					181	113	88	88					WESTCHESTER CLASSIC-SAT(S)					181	113	88	88				
1 SAT. 3.30P 60 CBS SE					185	188	88	88					1 SAT. 3.30P 60 CBS SE					182	120	80	88					1 SAT. 3.30P 60 CBS SE					182	120	80	88				
WESTCHESTER CLASSIC-SUN(S)					185		98						WESTCHESTER CLASSIC-SUN(S)					182	120	80	88					WESTCHESTER CLASSIC-SUN(S)					182	120	80	88				
1 SUN. 2.00P 157 CBS SE					178		91						1 SUN. 2.00P 157 CBS SE					182	120	80	88					1 SUN. 2.00P 157 CBS SE					182	120	80	88				
WIMBLEDON TENNIS PREVIEW(S)													WIMBLEDON TENNIS PREVIEW(S)													WIMBLEDON TENNIS PREVIEW(S)												
2 SUN. 3.00P 60 NBC SE													2 SUN. 3.00P 60 NBC SE													2 SUN. 3.00P 60 NBC SE												



TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45																							
W	TOTAL AUDIENCE (Households (000) & %)						16,740 20.1 (1) (-OP)	ABC MONDAY NIGHT BASEBALL CALIFORNIA VS MILWAUKEE DETROIT VS BOSTON (8:11-11:06PM)(OP)(-OP)																																
	ABC TV																																							
	AVERAGE AUDIENCE (Households (000) & %)						7,000 8.4 15						8.5* 16 *						8.3* 14 *			9.2* 15 *			8.6* 14 *			7.9* 14 *												
	SHARE OF AUDIENCE %																																							
	AVG. AUD. BY ¼ HR.						7.8	7.8	8.8	8.2	8.5	8.2	9.0	9.3	9.1	8.2	8.1	7.8																						
E	TOTAL AUDIENCE (Households (000) & %)						12,160 14.6						13,990 16.8						16,830 20.2						16,740 20.1						16,740 20.1									
	CBS TV						SQUARE PEGS (R)						PRIVATE BENJAMIN (R)(OP)						M*A*S*H (R)						AFTER GEORGE						CAGNEY & LACEY (R)									
	AVERAGE AUDIENCE (Households (000) & %)						9,910 11.9						11,750 14.1						14,160 17.0						14,580 17.5						12,330 14.8			14.9*			14.7*			
	SHARE OF AUDIENCE %						23						25						28						28						25			25 *			26 *			
	AVG. AUD. BY ¼ HR.						11.6	12.1	12.8	15.3	16.1	17.8	17.3	17.6	14.9	14.8	14.6	14.8																						
K	TOTAL AUDIENCE (Households (000) & %)						11,160 13.4						11,660 14.0						18,160 21.8																					
	NBC TV						LOVE, SIDNEY (R)						FAMILY TIES (R)(OP)													NBC MONDAY NIGHT MOVIES ACT OF LOVE(R) (OP)														
	AVERAGE AUDIENCE (Households (000) & %)						9,330 11.2						10,250 12.3						11,080 13.3						12.3*						13.0*						13.5*			14.3*
	SHARE OF AUDIENCE %						21						22						22						20 *						21 *						22 *			25 *
	AVG. AUD. BY ¼ HR.						10.7	11.8	12.1	12.5	11.9	12.7	13.4	12.7	13.2	13.8	14.3	14.2																						

TOTAL AUDIENCE (Households (000) & %)						18,240 21.9											
ABC TV						(2) (-OP)	ABC MONDAY NIGHT BASEBALL PHILADELPHIA VS ST. LOUIS BALTIMORE VS MILWAUKEE MULTI-SEGMENT TELECAST(OP)(-OP)										
AVERAGE AUDIENCE (Households (000) & %)						8,160 9.8			8.5*			9.8*			10.5*		
SHARE OF AUDIENCE %						18			17 *			18 *			19 *		
AVG. AUD. BY ¼ HR.						7.1	7.4	8.0	9.1	9.8	9.8	10.6	10.5	11.1	11.1	10.8	10.2
TOTAL AUDIENCE (Households (000) & %)						14,660 17.6			17,160 20.6			15,490 18.6			19,080 22.9		
CBS TV						BODY HUMAN THE LIVING CODE (OP)			M*A*S*H (R)			ARCHIE BUNKER'S PLACE (R)			CAGNEY & LACEY (R)		
AVERAGE AUDIENCE (Households (000) & %)						9,830 11.8	11.1*	12.5*	14,240 17.1			13,410 16.1			14,330 17.2	16.0*	18.5*
SHARE OF AUDIENCE %						24	23 *	24 *	31	18.3	15.4	28	16.8	31	29 *	34 *	18.6
AVG. AUD. BY ¼ HR.						10.9	11.4	12.2	12.8	15.8	18.3	15.4	16.8	15.3	16.6	18.3	18.6
TOTAL AUDIENCE (Households (000) & %)						13,080 15.7			14,660 17.6			20,410 24.5					
NBC TV						LOVE, SIDNEY (R)			FAMILY TIES (R)(OP)								
AVERAGE AUDIENCE (Households (000) & %)						10,580 12.7			12,160 14.6			11,250 13.5			13.5*		
SHARE OF AUDIENCE %						27			29			24			23 *		
AVG. AUD. BY ¼ HR.						12.0	13.4	13.8	15.4	12.6	12.9	13.5	13.5	14.1	14.2	13.7	13.7

TV HOUSEHOLDS USING TV		WK. 1	49.5	50.6	50.8	51.6	51.8	53.5	55.3	57.8	60.1	62.2	62.6	62.3	61.2	59.7	57.8	55.7
(See Def. 1)		WK. 2	46.1	46.8	45.6	45.9	46.1	49.1	50.3	52.1	53.8	55.9	56.5	57.2	55.9	55.7	55.0	52.9

U.S. TV Households: 83,300,000

(1) ABC MONDAY NIGHT BSBL-PRE, ABC, (8:00-8:11PM)

(2) ABC MONDAY NIGHT BSBL-PRE, ABC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A

EVE. MON. JUNE 13, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JUNE 7, 1983

AUDIENCE ESTIMATES																	EVE. TUE.		JUNE 7, 1983		
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,160 13.4	11,830 14.2		14,910 17.9		14,160 17.0		23,160 27.8								
	ABC TV					HAPPY DAYS (R)	JOANIE LOVES CHACHI (R)		THREE'S COMPANY (R)		9 TO 5 (R)(OP)		HART TO HART (R)								
	AVERAGE AUDIENCE (Households (000) & %)					9,080	10,250		12,740		12,250		17,410								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					10.9 21 10.3	12.3 22 11.5		15.3 26 14.5		14.7 25 16.2		20.9 37 19.5		20.3* 35* 21.4		21.4 39 21.5				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,910 13.1	CBS REPORTS 1984 REVISITED (OP)		19,740 23.7		CBS TUESDAY NIGHT MOVIES JUST TELL ME WHAT YOU WANT										
	CBS TV					7,250 8.7 16 8.9	8.7* 16* 8.4		8.7* 15* 8.8		10,500 12.6 22 11.2		11.3* 19* 11.5		12.1* 20* 12.0		13.9* 24* 13.9		13.1* 24* 12.8		
	AVERAGE AUDIENCE (Households (000) & %)					19,160 23.0	A TEAM (R)(OP)		16,830 20.2		REMINGTON STEELE (R)		10,080 12.1		NBC WHITE PAPER						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17.6 32 16.3	17.0* 32* 17.7		18.2* 32* 18.4		14.7 25 14.4		14.4* 25* 14.3		15.1* 25* 15.0		6,500 7.8 14 8.8		8.1* 14* 7.4		7.5* 14* 7.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,000 12.0	10,330 12.4		14,660 17.6		13,330 16.0		18,160 21.8		BARBARA WALTERS SPECIAL						
	ABC TV					HAPPY DAYS (R)	JOANIE LOVES CHACHI (R)		THREE'S COMPANY (R)		9 TO 5 (R)(OP)										
	AVERAGE AUDIENCE (Households (000) & %)					8,250 9.9 21 9.5	8,910 10.7 21 10.3		11,910 14.3 27 13.1		12,000 14.4 25 13.8		13,160 15.8 28 14.9		15.2* 27* 15.5		16.4* 29* 16.4				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					9.9 21 9.5	10.7 21 10.3		14.3 27 13.1		14.4 25 13.8		15.8 28 14.9		15.2* 27* 15.5		16.4* 29* 16.4				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,000 10.8	BRING 'EM BACK ALIVE (R)(OP)		17,990 21.6		CBS TUESDAY NIGHT MOVIES A PERFECT MATCH(R)										
	CBS TV					5,660 6.8 14 6.5	6.3* 13* 6.2		7.2* 14* 7.4		10,660 12.8 23 9.8		10.1* 19* 10.4		11.8* 21* 11.5		14.5* 26* 14.2		14.9* 27* 14.9		
	AVERAGE AUDIENCE (Households (000) & %)					18,910 22.7	A TEAM (R)(OP)		15,990 19.2		REMINGTON STEELE (R)(OP)		13,080 15.7		ST. ELSEWHERE (R)						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17.3 35 15.6	16.6* 35* 17.6		18.0* 36* 17.9		14.7 26 13.9		14.2* 26* 14.4		15.3* 27* 15.4		10,160 12.2 22 12.1		12.2* 22* 12.3		12.3* 22* 12.2
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 47.4	47.8	48.2	49.8	51.8	54.2	55.6	57.4	57.1	59.8	59.8	60.0	58.4	57.3	55.2	54.0				
		WK. 2 44.7	45.0	45.8	46.6	47.4	48.2	49.2	50.6	52.0	55.9	56.6	57.7	56.6	56.3	56.1	55.2				

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.TUE. JUNE 14, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JUNE 8, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					15,330 18.4					13,740 16.5			12,410 14.9	
	ABC TV								FALL GUY (R)				GOLD MONKEY (R)(OP)			DYNASTY (R)
	AVERAGE AUDIENCE (Households (000) & %)	{					10,580 12.7	11.9*				9,410 11.3	10.7*		8,330 10.0	10.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					26 11.5	25 *				20 10.8	19 *		18 10.0	18 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					7,580 9.1			7,000 8.5		20,160 24.2				
	CBS TV								SMALL & FRYE (OP)	FILTHY RICH						
	AVERAGE AUDIENCE (Households (000) & %)	{					6,160 7.4			5,830 7.0		10,910 13.1	9.2*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					16 7.5			14 6.7		23 8.5	17 *			
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{					15,160 18.2			15,910 19.1		14,910 17.9			15,660 18.8	
	NBC TV								REAL PEOPLE (R)(OP)	FACTS OF LIFE (R)		BUFFALO BILL (OP)			QUINCY, M.E. (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{					10,660 12.8	11.7*		13,910 16.7		12,330 14.8			11,080 13.3	13.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					26 11.0	25 *		30 16.0		25 17.4			24 13.4	24 *

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{					14,330 17.2					13,830 16.6			12,740 15.3	
	ABC TV								FALL GUY (R)				GOLD MONKEY (R)(OP)			DYNASTY (R)
	AVERAGE AUDIENCE (Households (000) & %)	{					10,580 12.7	11.7*				9,500 11.4	10.6*		8,910 10.7	10.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					26 11.3	25 *				21 10.5	20 *		20 11.0	21 *
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{					8,580 10.3			7,910 9.5		21,490 25.8				
	CBS TV								SMALL & FRYE (OP)	FILTHY RICH						
	AVERAGE AUDIENCE (Households (000) & %)	{					6,660 8.0			6,660 8.0		11,500 13.8	11.2*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					17 8.4			16 7.4		26 10.7	21 *		24 *	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{					12,740 15.3			13,990 16.8		12,830 15.4			11,410 13.7	8,910 10.7
	NBC TV								REAL PEOPLE (R)(OP)	FACTS OF LIFE (R)		BUFFALO BILL			NEWS IS THE NEWS	TAXI
	AVERAGE AUDIENCE (Households (000) & %)	{					9,160 11.0	10.7*		11,580 13.9		10,660 12.8			8,750 10.5	7,830 9.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					23 9.9	23 *		26 12.9		23 13.1			20 11.0	18 9.1
TV HOUSEHOLDS USING TV			WK. 1	44.4	44.8	45.2	46.2	46.6	48.4	50.4	52.5	53.7	56.4	58.3	58.4	57.8
(See Def. 1)			WK. 2	44.3	44.9	44.9	46.3	46.0	47.0	48.6	50.3	51.5	53.9	54.5	56.0	54.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A

EVE.WED. JUNE 15, 1983



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JUNE 9, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{															
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)		{															
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)		{															
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	

TOTAL AUDIENCE (Households (000) & %)		{															
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)		{															
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	
TOTAL AUDIENCE (Households (000) & %)		{															
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{															
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																	

TV HOUSEHOLDS USING TV WK. 1		43.5	44.8	44.0	45.1	45.1	47.2	49.0	50.7	50.7	52.8	54.9	56.5	55.3	54.6	54.0	53.4
(See Def. 1) WK. 2		43.4	44.9	44.8	45.7	46.1	47.8	49.3	51.2	51.8	53.7	54.3	54.6	53.6	53.8	52.0	50.6

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.THU. JUNE 16, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)			9,830 11.8			8,580 10.3			17,160 20.6						
	ABC TV			BENSON (R)			AT EASE			ABC FRIDAY NIGHT MOVIE SHE'S IN THE ARMY NOW (R)(OP)						
	AVERAGE AUDIENCE (Households (000) & %)			8,160 9.8			7,580 9.1			10,000 12.0	9.9*			13.0*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			22 9.5	10.0		19 8.8	9.4		23 9.4	19* 10.5	11.7* 11.3	22* 12.0	13.2* 13.1	25* 13.1	12.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			13,830 16.6					12,000 14.4					11,500 13.8		
	CBS TV			DUKES OF HAZZARD (R)(OP)				DALLAS (R)				FALCON CREST (R)				
	AVERAGE AUDIENCE (Households (000) & %)			9,660 11.6	10.2*			8,500 10.2	9.9*			8,660 10.4	10.3*			10.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			25 9.8	23* 10.7	12.4		19 9.9	19* 9.9	19* 10.3	20* 10.7	20 10.1	20* 10.5	20* 10.5	21* 10.5	21* 10.7
W E E K 3	TOTAL AUDIENCE (Households (000) & %)			10,000 12.0					15,660 18.8					13,830 16.6		
	NBC TV			POWERS OF MATTHEW STAR (R)(OP)				KNIGHT RIDER (R)(OP)				EISCHIED (R)				
	AVERAGE AUDIENCE (Households (000) & %)			7,330 8.8	8.1*			11,750 14.1	13.9*			10,830 13.0	12.9*			13.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			19 8.0	18* 8.2	9.3		27 13.6	27* 14.2	27* 14.2	27* 14.6	25 13.0	25* 12.7	25* 13.2	26* 13.2	26* 13.0

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,160 9.8			7,000 8.4			12,990 15.6						
	ABC TV					BENSON (R)			AT EASE (R)(OP)			USFL FOOTBALL SPECIAL CHICAGO VS BIRMINGHAM LOS ANGELES VS NEW JERSEY MULTI-SEGMENT TELECAST (OP)						
	AVERAGE AUDIENCE (Households (000) & %)					6,750 8.1			5,910 7.1			3,920 4.7	4.4*			5.3*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					18 7.9			15 6.9			10 4.9	9 *			10 *		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,580 15.1					12,740 15.3			15,160 18.2				
	CBS TV					DUKES OF HAZZARD (R)(OP)				DALLAS (R)		FALCON CREST (R)						
	AVERAGE AUDIENCE (Households (000) & %)					8,580 10.3	9.8*			9,160 11.0	10.5*			11,330 13.6	13.2*	14.0*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 9.5	22 *			22 10.1	21 *			26 11.8	25 *	27 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,830 13.0					18,910 22.7			16,080 19.3				
	NBC TV					POWERS OF MATTHEW STAR (R)(OP)				KNIGHT RIDER (R)		EISCHIED (R)						
	AVERAGE AUDIENCE (Households (000) & %)					7,500 9.0	8.0*			14,740 17.7	16.3*			12,740 15.3	15.0*	15.7*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 7.7	18 *			35 15.3	33 *			30 14.9	29 *	31 *		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	43.0	43.7	43.1	44.1	44.5	46.0	47.7	49.9	50.3	52.3	53.4	53.8	51.6	51.9	51.7	51.0
		WK. 2	41.2	41.4	40.6	42.6	43.4	44.7	46.0	48.0	48.4	49.5	51.2	52.4	51.9	51.8	51.4	50.6

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.FRI. JUNE 17, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JUNE 11, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

K

I

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV	WK. 1	38.4	39.7	38.8	39.4	40.2	41.6	42.5	44.2	46.7	49.2	50.6	51.2	49.3	49.7	48.6	47.6
(See Def. 1)	WK. 2	40.9	40.9	40.7	41.6	42.9	44.1	45.1	46.3	48.2	50.0	51.6	52.4	50.4	50.5	49.6	48.8

U.S. TV Households: 83,300,000

(1) NBC MAJOR LEAGUE GAME-2, CINCINNATI VS LOS ANGELES &amp; ATLANTA VS SAN FRANCISCO, NBC, MULTI-SEG TELECAST

A-13 (2) U.S. OPEN GOLF-SAT., ABC, (2:30-7:13PM)(S)

For explanation of symbols, See page A.

EVE.SAT. JUNE 18, 1983



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JUNE 11, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE {  
(Households (000) & %)

4,080  
4.9

## ABC TV

ABC  
WEEKEND  
REPORT-  
SAT

AVERAGE AUDIENCE {  
(Households (000) & %)

3,920  
4.7

SHARE OF AUDIENCE %

10

AVG. AUD. BY ¼ HR. %

4.7

W

E

E

K

1

TOTAL AUDIENCE {  
(Households (000) & %)

10,660  
12.8

## CBS TV

CBS SAT.  
NIGHT MOVIE  
LUCKY LADY(R)  
(9:00-11:14PM)

AVERAGE AUDIENCE {  
(Households (000) & %)

12.3

SHARE OF AUDIENCE %

12.3

AVG. AUD. BY ¼ HR. %

12.3

TOTAL AUDIENCE {  
(Households (000) & %)

10,660  
12.8

## NBC TV

SATURDAY NIGHT  
(11:30-12:51AM)  
(SUSTAINING 12:51-1:00AM)

AVERAGE AUDIENCE {  
(Households (000) & %)

5,750  
6.9

SHARE OF AUDIENCE %

22

AVG. AUD. BY ¼ HR. %

7.8

8.0\*

22 \*

8.1

7.0\*

22 \*

7.3

5.3\*

19 \*

5.4

4.9

4.9

TOTAL AUDIENCE {  
(Households (000) & %)

4,250  
5.1

## ABC TV

ABC  
WEEKEND  
REPORT-  
SAT

AVERAGE AUDIENCE {  
(Households (000) & %)

4,080  
4.9

SHARE OF AUDIENCE %

11

AVG. AUD. BY ¼ HR. %

4.9

W

E

E

K

2

TOTAL AUDIENCE {  
(Households (000) & %)

9,160  
11.0

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)

4,580  
5.5

SHARE OF AUDIENCE %

18

AVG. AUD. BY ¼ HR. %

6.5

## NBC TV

(1)  
(-OP)

GILDA LIVE  
(11:42-1:05AM)  
(SUSTAINING 1:05-1:32AM)  
(OP)

AVERAGE AUDIENCE {  
(Households (000) & %)

5.8\*

SHARE OF AUDIENCE %

18 \*

AVG. AUD. BY ¼ HR. %

6.7

4.5\*

16 \*

4.4

4.7

4.7

TV HOUSEHOLDS USING TV	WK 1	WK 2	45.6	41.8	37.4	34.5	32.3	30.1	27.9	25.4	22.1	19.6	17.6	15.1	13.3	11.3	9.5	8.5
(See Def. 1)	WK 2	46.1	44.7	39.8	36.6	34.0	31.6	29.1	26.5	23.5	21.5	18.4	15.7	13.6	12.2	10.9	9.5	9.5

U.S. TV Households: 83,300,000

(1) PAPAL VISIT TO POLAND-SAT, NBC, (11:30-11:42PM)(S)

For explanation of symbols, See page A

EVE.SAT. JUNE 18, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JUNE 12, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,160 11.0				{ 14,330 17.2				{ 19,580 23.5							
	ABC TV	RIPLEY'S BELIEVE IT-NOT (R)				MATT HOUSTON (R)(OP)				ABC SUNDAY NIGHT MOVIE MURDER BY DEATH(R) (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	6,160 7.4	6.6*		8.3*	10,330 12.4	11.7*		13.1*	11,080 13.3	12.3*		13.3*		13.8*		13.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	18 6.1	17* 7.1		20* 8.1	26 11.2	26* 12.2		27* 12.6	24 12.4	23* 12.2		24* 13.3		25* 14.1		25* 13.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 18,080 21.7				{ 12,660 15.2		{ 13,660 16.4		{ 15,740 18.9		{ 15,080 18.1		{ 16,080 19.3			
	CBS TV	60 MINUTES				ALICE (R)		ONE DAY AT A TIME (R)(OP)		JEFFERSONS (R)		NEWHART (R)		TRAPPER JOHN, M.D. (R)			
	AVERAGE AUDIENCE (Households (000) & %)	13,080 15.7	14.4*		17.0*	10,500 12.6	14.2		11,830 14.2	13,330 16.0	12,990 15.6		12,500 15.0		14.6*		15.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	39 13.4	37* 15.3		40* 17.0	28 12.3	29 13.0		29 13.6	30 14.8	28 17.2		27 15.3		26* 14.9		28* 15.3
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 6,330 7.6				{ 10,830 13.0				{ 22,240 26.7							
	NBC TV	VOYAGERS				CHIPS (R)(OP)				NBC SUNDAY NIGHT MOVIE DAMNATION ALLEY (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	4,080 4.9	4.3*		5.5*	7,580 9.1	8.1*		10.0*	14,830 17.8	14.6*		17.4*		19.1*		20.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	12 4.0	11* 4.6		13* 5.3	19 7.7	18* 8.4		20* 9.8	32 14.0	27* 15.2		31* 17.2		34* 18.7		36* 19.9
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 10,830 13.0				{ 14,660 17.6				{ 19,490 23.4							
	ABC TV	RIPLEY'S BELIEVE IT-NOT (R)				MATT HOUSTON (R)(OP)				ABC SUNDAY NIGHT MOVIE TELEFON(R) (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	6,910 8.3	7.6*		8.9*	10,910 13.1	12.0*		14.2*	12,580 15.1	14.0*		15.0*		15.6*		15.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	19 7.0	18* 8.1		20* 8.8	27 11.7	26* 12.4		28* 13.6	27 13.9	26* 14.1		26* 14.7		27* 15.3		28* 15.8
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 18,080 21.7				{ 11,330 13.6		{ 12,330 14.8		{ 16,330 19.6		{ 17,080 20.5		{ 17,740 21.3			
	CBS TV	60 MINUTES				ALICE (R)		ONE DAY AT A TIME (R)(OP)		JEFFERSONS (R)		NEWHART (R)		TRAPPER JOHN, M.D. (R)			
	AVERAGE AUDIENCE (Households (000) & %)	13,080 15.7	15.2*		16.2*	9,910 11.9	12.7		10,580 12.7	13,910 16.7	14,910 17.9		14,490 17.4		17.1*		17.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	36 14.7	36* 15.6		36* 15.8	26 11.9	25 11.9		25 12.1	31 15.7	31 17.6		31 17.5		30* 18.2		32* 17.7
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 7,750 9.3				{ 10,250 12.3				{ 18,740 22.5							
	NBC TV	VOYAGERS (R)				CHIPS (R)(OP)				NBC SUNDAY NIGHT MOVIE CAVE-IN							
	AVERAGE AUDIENCE (Households (000) & %)	5,500 6.6	6.2*		7.1*	7,910 9.5	8.8*		10.2*	11,330 13.6	12.1*		13.2*		14.3*		14.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	15 5.9	15* 6.4		16* 6.5	20 8.5	19* 9.1		20* 9.8	24 11.7	22* 12.4		23* 13.1		25* 14.1		27* 14.6
TV HOUSEHOLDS USING TV		WK. 1	37.8	40.2	41.6	43.0	43.5	45.6	48.0	50.7	52.7	55.0	55.8	56.9	56.0	55.9	54.4
(See Def. 1)		WK. 2	42.2	42.9	43.8	45.1	45.9	46.7	49.1	52.6	53.9	55.5	56.2	57.7	56.8	57.2	55.5

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SUN. JUNE 19, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	4,170 5.0												
	ABC TV			ABC WEEKEND REPORT- SUN												
	AVERAGE AUDIENCE (Households (000) & %)		{	4,080 4.9												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{	11 4.9												
	TOTAL AUDIENCE (Households (000) & %)		{	4,580 5.5												
	CBS TV			CBS SUNDAY NEWS- OSGOOD												
	AVERAGE AUDIENCE (Households (000) & %)		{	4,580 5.5												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{	12 5.5												
	TOTAL AUDIENCE (Households (000) & %)		{	1,830 2.2												
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{	1,170 1.4												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{	5 1.4	1.4*		1.4*									

NBC LATE NIGHT MOVIE  
FATHER MURPHY(R)  
(11:30-12:30AM)  
(SUSTAINING 12:30-1:30AM)

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	4,500 5.4												
	ABC TV			ABC WEEKEND REPORT- SUN												
	AVERAGE AUDIENCE (Households (000) & %)		{	4,330 5.2												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{	11 5.2												
	TOTAL AUDIENCE (Households (000) & %)		{	5,000 6.0												
	CBS TV			CBS SUNDAY NEWS- OSGOOD												
	AVERAGE AUDIENCE (Households (000) & %)		{	4,750 5.7												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{	12 5.7												
	TOTAL AUDIENCE (Households (000) & %)		{	2,330 2.8												
	NBC TV			(1) (+OP)												
	AVERAGE AUDIENCE (Households (000) & %)		{	1,420 1.7												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{	6 1.8	1.7		1.8		1.7	1.6						

NBC LATE NIGHT MOVIE  
MACARTHUR, PART 1(R)  
(11:42-12:41AM)  
(SUSTAINING 12:41-1:42AM)(OP)

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	WK. 2	46.7	42.2	34.6	30.1	26.0	23.8	21.2	18.5	16.4	14.8	12.2	10.4	8.6	8.1	7.5	6.7
	WK. 2	48.6	43.0	35.6	31.2	27.3	24.3	21.6	19.2	16.9	14.8	12.6	10.5	8.7	7.8	7.1	6.3	6.3

U.S. TV Households: 83,300,000

(1) PAPAL VISIT TO POLAND-SUN, NBC, (11:30-11:42PM)(S)

For explanation of symbols: See page A

EVE.SUN. JUNE 19, 1983



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 6-10, 1983

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		4,660 5.6		5,410 6.5							
	ABC TV	{		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)							
	AVERAGE AUDIENCE (Households (000) & %)	{		3,580 4.3		4,410 5.3							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		24 4.3		25 5.4		5.2					
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		3,250 3.9		3,330 4.0		4,500 5.4		4,250 5.1			
	CBS TV	{		CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYRAMID		CHILD'S PLAY			
	AVERAGE AUDIENCE (Households (000) & %)	{		2,750 3.3		2,670 3.2		3,750 4.5		3,420 4.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		19 3.3		15 3.1		21 4.5		19 3.9		4.4	
E E K 3	TOTAL AUDIENCE (Households (000) & %)	{		3,670 4.4		3,830 4.6		4,250 5.1		4,250 5.1			
	NBC TV	{		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		FACTS OF LIFE M-F		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)	{		2,920 3.5		3,080 3.7		3,580 4.3		3,580 4.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		20 3.5		18 3.7		20 4.0		20 4.2		4.4	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{		4,500 5.4		5,000 6.0							
	ABC TV	{		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)(MTUWF) (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{		3,580 4.3		4,080 4.9							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		25 4.2		24 4.9		4.9					
E E K 5	TOTAL AUDIENCE (Households (000) & %)	{		3,580 4.3		3,330 4.0		4,250 5.1		4,330 5.2			
	CBS TV	{		CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYRAMID		CHILD'S PLAY			
	AVERAGE AUDIENCE (Households (000) & %)	{		3,000 3.6		2,750 3.3		3,500 4.2		3,500 4.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		21 3.6		16 3.2		18 4.2		18 4.0		4.4	
E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		3,580 4.3		3,920 4.7		4,750 5.7		4,250 5.1			
	NBC TV	{		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)(MTUWF) (OP)		FACTS OF LIFE M-F		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)	{		2,750 3.3		3,000 3.6		3,830 4.6		3,580 4.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		19 3.2		17 3.7		20 4.3		19 4.2		4.4	

TV HOUSEHOLDS USING TV WK. 1	10.9	12.8	14.7	15.8	17.0	18.4	19.4	19.8	20.8	21.4	21.4	21.6	21.8	22.3	21.9	22.0
(See Def. 1) WK. 2	10.2	12.2	13.8	15.2	16.2	17.6	18.6	19.3	20.1	21.1	21.7	22.5	22.6	23.2	22.7	23.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. JUNE 13-17, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W  E  E  K  1	TOTAL AUDIENCE (Households (000) & %)	{	6,580 7.9				5,410 6.5		5,160 6.2		9,910 11.9			8,830 10.6		
	ABC TV		LOVE BOAT DAYTIME			FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)			ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,660 5.6				4,410 5.3		4,410 5.3		7,580 9.1			6,330 7.6		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 4.7	5.1* 5.5	6.1* 6.0	26* 6.3	21 5.0	21 5.6	21 5.1	31 5.4	30* 8.4	32* 9.2	32* 9.4	28 7.6	27* 7.4	29* 7.5
E  E  K  1	TOTAL AUDIENCE (Households (000) & %)	{	5,660 6.8		7,410 8.9				9,250 11.1			8,250 9.9			5,160 6.2	
	CBS TV		PRICE IS RIGHT 1			PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL		
	AVERAGE AUDIENCE (Households (000) & %)	{	4,830 5.8		6,330 7.6				6,830 8.2	7.9* 32		6,410 7.7			4,580 5.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	26 5.5	32 6.1	32 7.4	32* 7.9	32* 7.7	32* 8.1	33* 8.6	27 8.5	26* 7.8	26* 7.5	27* 7.8	27* 7.7	21 5.6	21 5.4
E  E  K  1	TOTAL AUDIENCE (Households (000) & %)	{	6,160 7.4		4,170 5.0		2,830 3.4		2,920 3.5		6,080 7.3			5,250 6.3		
	NBC TV		WHEEL OF FORTUNE		DREAM HOUSE		NEW BATTLESTARS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD		
	AVERAGE AUDIENCE (Households (000) & %)	{	5,330 6.4		3,670 4.4		2,500 3.0		2,420 2.9		4,500 5.4			3,920 4.7		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	29 6.4	18 6.3	18 4.4	12 4.4	12 2.9	11 3.0	11 2.8	17* 2.9	17* 4.8	19* 5.2	19* 5.6	17* 5.8	17* 4.8	17* 4.6

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,750 8.1				5,500 6.6		5,080 6.1		10,410 12.5			8,660 10.4		
	ABC TV		LOVE BOAT DAYTIME (MTUWF)(SUS-OP)			FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN (OP)			ONE LIFE TO LIVE			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,750 5.7				4,580 5.5		4,170 5.0		7,660 9.2			6,660 8.0		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 5.0	22* 5.5	26* 6.0	26* 6.4	21 5.2	19 5.7	19 4.7	29* 5.1	30 8.2	29* 9.2	31* 9.8	28 8.0	27* 7.9	29* 7.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,580 7.9		8,410 10.1				10,330 12.4			8,580 10.3			5,750 6.9	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,330 6.4		7,160 8.6				7,750 9.3	9.0* 35*		6,580 7.9			5,160 6.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	27 5.8	36 7.0	36 8.3	36* 9.0	35 8.7	34* 9.3	35 9.6	35* 9.8	26 7.9	26* 7.9	27* 8.0	22 7.9	22 6.3	6.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,160 7.4		3,830 4.6		2,670 3.2		2,670 3.2		6,750 8.1			6,000 7.2		
	NBC TV		WHEEL OF FORTUNE (MTUWF)(SUS-OP)		DREAM HOUSE (MTUWF)		NEW BATTLESTARS		SEARCH FOR TOMCROW		DAYS OF OUR LIVES			ANOTHER WORLD		
	AVERAGE AUDIENCE (Households (000) & %)	{	5,330 6.4		3,250 3.9		2,170 2.6		2,170 2.6		4,910 5.9			4,330 5.2		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	%	27 6.5	16 6.2	16 4.0	10 3.8	10 2.5	10 2.7	10 2.6	19* 2.6	19* 5.5	20* 5.8	20* 6.0	18* 6.3	18* 5.5	18* 5.0

TV HOUSEHOLDS USING TV	WK. 1	21.8	22.8	23.6	24.8	25.5	26.3	26.3	26.9	28.1	29.3	28.7	28.9	28.0	27.9	26.7	27.3
(See Def. 1)	WK. 2	23.5	24.1	24.1	25.2	26.0	27.5	27.0	27.9	28.6	30.1	30.2	30.2	29.4	29.5	28.3	29.2

U.S. TV Households: 83,300,000

For explanation of symbols. See page A

DAY MON.-FRI. JUNE 13-17, 1983

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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TOTAL AUDIENCE (Households (000) & %)		{ 11,330 13.6				{ 3,330 4.0								{ 8,410 10.1			
ABC TV		← GENERAL HOSPITAL →				EDGE OF NIGHT								ABC WORLD NEWS TONIGHT			
AVERAGE AUDIENCE (Households (000) & %)		{ 8,830 10.6				{ 2,830 3.4								{ 7,250 8.7			
SHARE OF AUDIENCE %		36		36 *		36 *		12						20			
AVG. AUD. BY ¼ HR. %		10.0		10.5		10.8		11.0		3.5		3.3		8.6		8.8	
TOTAL AUDIENCE (Households (000) & %)		{ 7,500 9.0				{ 3,000 3.6								{ 10,660 12.8			
CBS TV		← GUIDING LIGHT (OP) →				TATTLETALES								CBS EVENING NEWS-RATHER			
AVERAGE AUDIENCE (Households (000) & %)		{ 6,000 7.2				{ 2,500 3.0								{ 9,080 10.9			
SHARE OF AUDIENCE %		24		24 *		25 *		10						24			
AVG. AUD. BY ¼ HR. %		6.7		7.1		7.6		7.4		2.9		3.1		10.7		11.1	
TOTAL AUDIENCE (Households (000) & %)		{ 3,250 3.9												{ 8,160 9.8			
NBC TV		← FANTASY →												NBC NIGHTLY NEWS			
AVERAGE AUDIENCE (Households (000) & %)		{ 2,250 2.7				{ 2.8*								{ 7,000 8.4			
SHARE OF AUDIENCE %		9		9 *		9 *								19			
AVG. AUD. BY ¼ HR. %		2.4		2.6		2.8								8.3		8.6	

TOTAL AUDIENCE (Households (000) & %)		{ 11,160 13.4				{ 3,580 4.3								{ 7,410 8.9			
ABC TV		← GENERAL HOSPITAL →				EDGE OF NIGHT								ABC WORLD NEWS TONIGHT			
AVERAGE AUDIENCE (Households (000) & %)		{ 8,910 10.7				{ 3,170 3.8								{ 6,410 7.7			
SHARE OF AUDIENCE %		35		34 *		35 *		13						18			
AVG. AUD. BY ¼ HR. %		9.8		10.8		11.0		11.1		4.0		3.6		7.6		7.8	
TOTAL AUDIENCE (Households (000) & %)		{ 7,750 9.3				{ 3,080 3.7								{ 10,500 12.6			
CBS TV		← GUIDING LIGHT (OP) →				TATTLETALES								CBS EVENING NEWS-RATHER			
AVERAGE AUDIENCE (Households (000) & %)		{ 6,250 7.5				{ 2,580 3.1								{ 9,080 10.9			
SHARE OF AUDIENCE %		24		25 *		24 *		10						25			
AVG. AUD. BY ¼ HR. %		7.3		7.5		7.8		7.5		3.0		3.1		10.8		10.9	
TOTAL AUDIENCE (Households (000) & %)		{ 4,330 5.2												{ 8,330 10.0			
NBC TV		← FANTASY →												NBC NIGHTLY NEWS			
AVERAGE AUDIENCE (Households (000) & %)		{ 2,830 3.4				{ 3.5*								{ 7,160 8.6			
SHARE OF AUDIENCE %		11		11 *		11 *								20			
AVG. AUD. BY ¼ HR. %		3.3		3.2		3.5		3.6						8.3		8.8	

TV HOUSEHOLDS USING TV WK. 1		28.3	29.8	30.9	31.7	30.1	30.9	31.1	33.2	34.7	36.3	36.9	38.4	40.5	42.8	44.0	44.7
(See Def. 1) WK. 2		30.0	31.1	31.7	32.0	30.2	30.8	31.4	32.7	33.8	35.4	36.0	37.3	38.9	40.6	41.6	43.1

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.



TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)					2,500 3.0			3,500 4.2			4,660 5.6			5,250 6.3	4,170 5.0	5,250 6.3		
	ABC TV					SUPERFRIENDS (OP)			PAC-MAN/RASCALS/ RICHIE-1			PAC-MAN/RASCALS/ RICHIE-2			PAC-MAN/RASCALS/ RICHIE-3	SCOOBY DOO/PUPPY HOUR-1	SCOOBY DOO/PUPPY HOUR-2 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					1,920 2.3			3,000 3.6			3,750 4.5			4,500 5.4	3,670 4.4	4,170 5.0		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 2.1	2.5		25 3.3	4.0		24 4.3	4.7		24 5.2	5.5	18 4.4	21 5.1	5.0
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	1,580 1.9				1,500 1.8		2,580 3.1		3,420 4.1		3,830 4.6		5,160 6.2		5,500 6.6			
	CBS TV	CAPTAIN KANGAROO-SAT				POPEYE/OLIVE COMEDY SHOW (OP)		PANDAMONIUM (OP)		MEATBALL & SPAGHETTI (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		DUKES (OP)			
	AVERAGE AUDIENCE (Households (000) & %)	1,000 1.2		1.1*		1,170 1.4		2,080 2.5		2,830 3.4		2,920 3.5		4,000 4.8		4,580 5.5			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	17 1.1		19 *		12 1.2		15 *	1.4	1.5	17 2.3	2.7	18 3.5	3.3	15 3.2	3.8	20 4.6	23 5.1	5.5
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					2,830 3.4		3,500 4.2		5,160 6.2		6,830 8.2		7,500 9.0		6,160 7.4			
	NBC TV					FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)			
	AVERAGE AUDIENCE (Households (000) & %)					2,000 2.4		2,670 3.2		4,500 5.4		5,750 6.9		6,500 7.8		5,080 6.1			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 2.0		2.7	22 3.0	3.4	29 4.8	6.0	30 6.6	7.1	32 8.0	7.6	25 5.8	6.4	

W	TOTAL AUDIENCE (Households (000) & %)				1,500 1.8 (1)		2,250 2.7		3,170 3.8		5,160 6.2		5,580 6.7		4,500 5.4		5,910 7.1				
	ABC TV				SUPERFRIENDS (OP)		PAC-MAN/RASCALS/ RICHIE-1		PAC-MAN/RASCALS/ RICHIE-2		PAC-MAN/RASCALS/ RICHIE-3		SCOOBY DOO/PUPPY HOUR-1		SCOOBY DOO/PUPPY HOUR-2 (OP)						
	AVERAGE AUDIENCE (Households (000) & %)				1,250		1,830		2,750		4,250		4,750		3,750		5,000				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				1.5 14 1.5		2.2 16 2.0		3.3 19 2.4		5.1 26 2.9		5.7 25 3.6		4.5 19 4.5		6.0 25 6.1				
E	TOTAL AUDIENCE (Households (000) & %)		1,670 2.0		2,080 2.5				1,920 2.3		2,920 3.5		3,170 3.8		3,750 4.5		5,250 6.3		4,580 5.5		
	CBS TV		(3) (+OP)		(2) (OP)(+OP)		(3) (OP)		POPEYE/OLIVE COMEDY SHOW (OP)		PANDAMONIUM (OP)		MEATBALL & SPAGHETTI (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2		DUKES (OP)		
	AVERAGE AUDIENCE (Households (000) & %)		920 1.1		1,670 2.0				1,580 1.9		2,170 2.6		2,330 2.8		2,920 3.5		4,250 5.1		3,830 4.6		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		12 .9		19 1.4		2.1		1.3		1.8 1.9		2.5 2.7		2.6 3.1		3.2 3.8		5.2 5.0		4.6 4.6
K	TOTAL AUDIENCE (Households (000) & %)		5,000 6.0				3,250 3.9		4,580 5.5		5,330 6.4		6,660 8.0		6,830 8.2		5,750 6.9				
	NBC TV		LAUNCH OF THE CHALLENGER				FLINTSTONE FUNNIES (OP)		SHIRT TALES (OP)		SMURFS I		SMURFS II		SMURFS III (OP)		GARY COLEMAN SHOW (OP)				
	AVERAGE AUDIENCE (Households (000) & %)		2,670 3.2		2.2* 29 *		4.3* 39 *		2,580 3.1		3,670 4.4		4,330 5.2		5,500 6.6		5,830 7.0		4,500 5.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		34 1.7		2.7 4.1		4.4		3.0 3.2		4.0 4.9		4.8 5.6		6.4 6.8		6.8 7.2		5.1 5.6		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 6.2 7.7	7.6 9.5	9.1 12.6	11.1 13.7	12.2 14.0	13.8 15.7	15.5 17.2	16.9 19.1	19.0 19.7	20.8 21.4	21.7 22.4	23.9 23.8	24.5 23.8	24.8 23.9	24.4 23.7	24.3 24.3				

U.S. TV Households: 83,300,000

(1) CHALLENGER-LAUNCH 11, ABC, (7:30-7:45AM)(S)

(2) CHALLENGER LAUNCH-CBS, CBS, (7:29-7:46AM)(S)

A-27 (3) CAPTAIN KANGAROO-SAT, CBS, (7:00-7:29AM)(7:46-8:00AM)

For explanation of symbols, See page A.

DAY SAT. JUNE 18, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	3,830 4.6	3,170 3.8	2,670 3.2	5,000 6.0									4,410 5.3	
	ABC TV		MORK/LAVERNE/ FONZ HOUR-1	MORK/LAVERNE/ FONZ HOUR-2 (OP)	ABC WEEKEND SPECIALS THE GIRL WITH ESP	AMERICAN BANDSTAND '83									NCAA TRACK & FIELD CHAMP. (2:30-3:30PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,170 3.8	2,420 2.9	2,250 2.7	2,830 3.4			3.0*		3.8*				2,330 2.8	2.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 3.9	12 3.6	12 3.1	14 2.7	13* 2.8		16* 3.2		16* 4.0				10 2.4	9* 2.5
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	5,500 6.6	4,910 5.9	4,080 4.9	3,750 4.5			3,420 4.1		2,080 2.5					
	CBS TV		BUGS BUNNY/ROAD RUNNER 3 (OP)	BUGS BUNNY/ROAD RUNNER 4 (OP)	GILLIGAN'S PLANET (OP)	NEW FAT ALBERT SHOW (OP)			BLACKSTAR (OP)		CBS CHILDREN'S FILM FEST. FIRST WINTER					
	AVERAGE AUDIENCE (Households (000) & %)	{	4,500 5.4	4,250 5.1	3,420 4.1	3,170 3.8			2,750 3.3		1,500 1.8					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	22 5.4	22 5.3	18 5.0	16 4.3			14 3.2		1.8 1.8					
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{	5,750 6.9	5,580 6.7	3,330 4.0	3,080 3.7					3,750 4.5	12,740 15.3				
	NBC TV		HULK/SPIDERMAN 1	HULK/SPIDERMAN 2 (OP)	THUNDARR	FLASH GORDON					(2) (-OP)	(1) (OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{	5,080 6.1	5,080 6.1	2,830 3.4	2,420 2.9					3,250 3.9	4,750 5.7				5.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	25 6.1	26 6.1	15 3.3	12 3.5					15 3.9	19 4.5			20* 5.0	5.3

WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{	4,000 4.8	3,250 3.9	3,920 4.7	5,250 6.3						2,580 3.1	12,830 15.4					
	ABC TV			MORK/LAVERNE/ FONZ HOUR-1	MORK/LAVERNE/ FONZ HOUR-2 (OP)	ABC WEEKEND SPECIALS MISS SWITCH TO THE RESCUE, PT 1 (SUS-OP)	AMERICAN BANDSTAND '83									U.S. OPEN GOLF-SAT. (2:30-7:13PM)			
	AVERAGE AUDIENCE (Households (000) & %)		{	3,250 3.9	2,830 3.4	3,250 3.9	3,000 3.6			3.6*		3.5*	2,080 2.5	4,000 4.8		3.7*			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		%	16 4.0	14 3.7	16 3.9	15* 3.7			13* 3.5		13* 3.6	9 2.4	15 2.5	14* 3.5	14* 3.9			
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{	5,660 6.8	6,080 7.3	4,170 5.0	4,080 4.9			5,000 6.0		3,830 4.6							
	CBS TV			BUGS BUNNY/ROAD RUNNER 3 (OP)	BUGS BUNNY/ROAD RUNNER 4 (OP)	GILLIGAN'S PLANET (OP)	NEW FAT ALBERT SHOW (OP)			BLACKSTAR (OP)		CBS CHILDREN'S FILM FEST. BROWN WOLF							
	AVERAGE AUDIENCE (Households (000) & %)		{	4,410 5.3	4,910 5.9	3,330 4.0	3,170 3.8			3,830 4.6		3,080 3.7							
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		%	22 5.3	25 6.0	16 4.1	16 4.0			18 4.3		14 3.8							
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{	4,910 5.9	4,580 5.5	3,250 3.9	2,580 3.1			3,420 4.1	11,750 14.1								
	NBC TV			HULK/SPIDERMAN 1	HULK/SPIDERMAN 2 (OP)	THUNDARR	FLASH GORDON			(3) (-OP)	NBC MAJOR LEAGUE BASEBALL CALIFORNIA VS TORONTO OAKLAND VS CHICAGO WHITE SOX MULTI-SEGMENT TELECAST (OP)								
	AVERAGE AUDIENCE (Households (000) & %)		{	4,080 4.9	3,920 4.7	2,580 3.1	1,920 2.3			3,170 3.8	5,160 6.2		5.8* 22*	6.3* 23*	6.5* 24*				
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.		%	21 4.9	20 4.5	13 3.1	9 3.0			15 3.8	22 4.2		6.3 6.3	6.2 6.2	6.4 6.6				
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	24.2	24.4	24.2	24.3	22.8	23.0	23.4	22.7	23.7	24.8	24.9	25.3	26.0	26.1	26.1	26.3
			WK. 2	24.6	24.1	23.8	23.9	24.1	23.8	24.4	24.3	24.6	26.0	26.4	27.0	26.7	26.4	26.4	27.6

U.S. TV Households: 83,300,000

(1) NBC MAJOR LEAGUE BASEBALL, BALTIMORE VS BOSTON &amp; ST. LOUIS VS CHICAGO CUBS, NBC, (2:19-5:38PM)

A-29 (2) NBC SPORTS-30 ROCK, NBC, (2:00-2:19PM)

(3) NBC SPORTS-30 ROCK, NBC, (1:00-1:17PM)

For explanation of symbols, See page A.

DAY SAT. JUNE 18, 1983

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			5,500 6.6						8,330 10.0							
		AVERAGE AUDIENCE (Households (000) & %)			3,000 3.6	3.1*		3.6*		4.0*	4.9	4.4*		4.4*		5.7*		
		SHARE OF AUDIENCE %			12	11 *		11 *		12 *	14	13 *		13 *		16 *		
		AVG. AUD. BY ¼ HR. %	3.0	3.4	3.1	3.2	3.4	3.8	3.9	4.1	4.6	4.2	4.3	4.6	5.5	6.0		
WEEK 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)			4,500 5.4			12,160 14.6									7,250 8.7	
		AVERAGE AUDIENCE (Households (000) & %)			2,670 3.2	3.4*		3.1*	7.8	5.7*		7.5*		9.9*		6,080 7.3		
		SHARE OF AUDIENCE %			11	12 *		10 *	24	18 *		23 *		30 *		20		
		AVG. AUD. BY ¼ HR. %			3.4	3.4		3.2	5.1	6.2		7.0	8.0	9.3	10.5	10.0	7.1	7.5
WEEK 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)											3,830 4.6				5,830 7.0	
		AVERAGE AUDIENCE (Households (000) & %)												3,250 3.9			4,750 5.7	
		SHARE OF AUDIENCE %												12			15	
		AVG. AUD. BY ¼ HR. %	5.1	5.4	5.8	5.7	6.2	6.3	6.2	5.9	6.2	6.1	4.1	3.8			5.7	5.8
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)																
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY ¼ HR. %	4.0	3.9*	3.9	3.8*	3.9	4.3	4.9	5.0*	4.8	4.9	5.1	5.5	5.4	6.5	6.7*	
WEEK 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					9,830 11.8										8,000 9.6	
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY ¼ HR. %																
WEEK 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					10,910 13.1											
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY ¼ HR. %	6.4	6.4*	6.7	6.6*	6.4	5.2	4.9	5.3	5.3	5.1	5.3	5.2	5.6	5.8	5.5	5.2*
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	27.0	27.7	28.7	29.6	30.9	32.1	32.8	33.3	33.7	34.2	34.0	35.4	36.2	36.9	37.7	37.9
		WK. 2	27.9	28.5	29.2	29.7	30.4	30.5	31.7	32.6	33.0	33.3	34.7	35.8	37.4	38.2	39.3	40.0

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SAT. JUNE 18, 1983

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JUNE 12, 1983

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
E	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
K	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
1	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																

W	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
E	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
K	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																

TV HOUSEHOLDS USING TV		WK. 1	WK. 2	5.8	6.6	7.9	10.0	11.0	12.2	13.7	15.1	16.3	17.5	19.0	20.2	20.3	20.9	22.1	23.2
(See Def. 1)		WK. 2		6.0	6.6	7.9	9.0	10.4	11.8	13.7	15.8	17.8	19.9	21.3	21.9	22.5	23.6	24.1	25.0

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JUNE 12, 1983

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

W

E

E

K

1

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

3,580  
4.3

THIS WEEK-DAVID BRINKLEY →

DIRECTIONS  
(SUS)

9,410  
11.3

USFL FOOTBALL  
TAMPA BAY VS CHICAGO  
(1:30-5:06PM)

1,830

2.2

10

2.2

2.1\*

9 \*

2.0

2.3\*

10 \*

2.5

2,750

3.3

12

3.0

3.2\*

12 \*

3.4

4.0\*

15 \*

3.9

3.6\*

13 \*

3.7

3.5

2,170

2.6

FACE THE NATION

1,750

2.1

9

2.1

2.1

2.1

7,250  
8.7

WESTCHESTER CLASSIC-SUN  
(2:00-4:37PM)

3,080

3.7

13

3.5

3.5\*

13 \*

3.4

3.3\*

12 \*

3.2

3.5

2,580

3.1

MEET THE PRESS

3,750

4.5

QUEEN'S CLUB TENNIS

4,660

5.6

LADIES PGA  
CHAMP-SUN  
(2:30-4:30PM)

2,170

2.6

11

2.7

1,830

2.2

9

1.8

2.0\*

8 \*

2.2

2.4\*

9 \*

2.4

2.4

2.4

2.5

2.4\*

9 \*

2.2

1,920

2.3

8

2.3

2.2\*

8 \*

2.0

2.0

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

W

E

E

K

2

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE

AVG. AUD. BY ¼ HR.

4,000  
4.8

THIS WEEK-DAVID BRINKLEY →

DIRECTIONS  
(SUS)

13,240  
15.9

U.S. OPEN  
GOLF-SUN.  
(2:30-5:40PM)

2,080

2.5

10

2.4

2.4\*

10 \*

2.4

2.6\*

10 \*

2.7

11,660

14.0

MICHIGAN 400

2,750

3.3

FACE THE NATION

2,000

2.4

10

2.5

2.4

4,080

4.9

16

2.9

3.2\*

12 \*

3.5

4.2\*

15 \*

3.9

4.8\*

16 \*

4.8

4.8\*

16 \*

4.8

4.7\*

15 \*

4.7

4.7

2,830

3.4

MEET THE PRESS

NBC RELIGIOUS SERIES  
(SUS)

2,250

2.7

11

2.8

2.5

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	WK. 2	22.9	23.8	24.0	24.8	24.5	24.8	24.8	25.1	24.8	25.0	25.4	26.4	26.4	26.4	26.0	26.0
U.S. TV Households: 83,300,000			24.9	25.1	24.3	24.5	24.4	25.8	25.8	26.3	26.0	27.0	28.2	28.4	29.8	30.7	31.1	31.3



				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY																			
ABC ABC MONDAY NIGHT BASEBALL	1	8.11-11.06PM	+GRID 11.00	16,740	20.1	7,000	8.4	15	7.9										
ABC ABC MONDAY NIGHT BSBL-PRE	1	8.00- 8.11PM	+GRID	6,750	8.1	7,000	8.4	17											
	2	8.00- 8.12PM	+GRID								5,660	6.8	5,830	7.0	16				
EVENING FRIDAY																			
ABC USFL FOOTBALL SPECIAL(S)	2	9.00-12.24AM	+GRID 11.00 11.15 11.30 11.45 12.00 12.15								12,990	15.6	3,920	4.7	10	5.4			
																4.6			
																5.2			
																4.7			
																3.6			
																3.3			
EVENING SATURDAY																			
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	8,830	10.6	8,830	10.6	24	10.6		9,080	10.9	9,080	10.9	24	10.9			
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	13,240	15.9	13,240	15.9	31	15.9		11,750	14.1	11,750	14.1	27	14.1			
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	4,500	5.4	4,500	5.4	12	5.4		6,500	7.8	6,500	7.8	17	7.8			
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	7,580	9.1	7,580	9.1	21	9.1		7,410	8.9	7,410	8.9	19	8.9			
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45								4,910	5.9	4,910	5.9	11	5.9			

NBC PAPAL VISIT TO POLAND-SAT(S)	2	11.30-11.42PM	+GRID								6,330	7.6	6,160	7.4	19		
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.29- 8.31PM	8.15	10,660	12.8	10,410	12.5	27	12.4								
	2	8.33- 8.34PM	8.30						12.7		10,830	13.0	10,830	13.0	27	13.0	
ABC ABC NEWSBRIEF-SUN.	2	9.58-10.00PM	9.45								13,160	15.8	12,910	15.5	27	15.5	
	1	10.01-10.02PM	10.00	11,660	14.0	11,660	14.0	25	14.0								
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	11,500	13.8	11,500	13.8	27	13.8		10,660	12.8	10,660	12.8	24	12.8	
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	6,910	8.3	6,910	8.3	16	8.3		7,410	8.9	7,410	8.9	17	8.9	
NBC NBC NEWS DIGEST-2-SUN.	1	9.50- 9.51PM	9.45	11,830	14.2	11,830	14.2	25	14.2								
NBC PAPAL VISIT TO POLAND-SUN(S)	2	11.30-11.42PM	+GRID								5,250	6.3	5,500	6.6	19		
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.00 8.45 9.45 10.00	10,080	12.1	10,080	12.1	22	8.0	M-F	8,580	10.3	8,580	10.3	20	7.7 6.1 12.6	M-F FRI. TU-TH
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00 12.15	6,000	7.2	3,750	4.5 5.7*	14 16*	6.4 5.0 4.0 3.2	M-F TU-F M-F	4,660	5.6	3,000	3.6 4.7*	12 13*	5.4 4.0 3.0 2.4	M-TH M-W M-TH M-TH
ABC U.S.OPEN GOLF-THU(S)	2	11.30-12.00MD	11.30 11.45								3,670	4.4	2,830	3.4	10	4.0 2.7	THU. THU.
ABC ABC NEWS:NIGHTLINE-MON(B)	1	12.29- 1.02AM	12.15 12.30 12.45	2,670	3.2	2,250	2.7	12	3.1 2.9 2.5	MON. MON. MON.							
CONT'D																	

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			SHARE	HOUSEHOLDS	SHARE						
				(000)	%	(000)	%	%	(000)	%	%								
EVENING MONDAY-FRIDAY-CONT'D			1.00						2.3	MON.									
ABC ABC NEWS:NIGHTLINE-MON(B)-CONT'D			12.30																
			12.45																
ABC ABC NEWS:NIGHTLINE-THU(B)	2	12.30- 1.00AM	12.30									1,420	1.7	1,170	1.4	7	1.4	THU.	
			12.45														1.4	THU.	
ABC ONE ON ONE		12.30- 1.00AM	12.30	1,250	1.5	1,170	1.4	7	1.5	TU-F	1,080	1.3	920	1.1	5	.9	MTUWF		
			12.45						1.2	TU-F						.9	M-W		
			1.00													2.0	FRI.		
			1.15													1.7	FRI.		
			1.30													1.4	FRI.		
CBS NEWSBREAK-M-F		>	8.15	9,160	11.0	8,500	10.2	20	6.2	M-F	7,910	9.5	7,910	9.5	19	6.1	M-F		
			8.45						12.1	MTUTHF						10.4	MTUTHF		
CBS LATE MOVIE I		>	11.30	7,910	9.5	5,160	6.2	20	6.5	M-F	8,580	10.3	5,660	6.8	22	7.1	M-F		
			11.45				6.3*	17*	6.1	M-F				7.0*	20*	6.9	M-F		
			12.00						6.2	M-F						6.9	M-F		
			12.15				6.2*	22*	6.2	M-F				6.8*	24*	6.7	M-F		
			12.30						5.8	M-F						6.5	M-F		
		VARIOUS TIMES	(SUS)																
CBS LATE MOVIE II		>	12.30	4,580	5.5	3,500	4.2	23	4.8	M-F	5,330	6.4	4,410	5.3	28	5.9	M-F		
			12.45				5.4*	22*	4.5	M-F						5.5	M-F		
			1.00						4.2	M-F						5.3	M-F		

			1.15				3.9*	23*	3.6	M-F					5.1*	29*	5.0	M-F	
			1.30						3.8	TUE.							3.7	FRI.	
CBS CBS NEWS NIGHTWATCH-1		VARIOUS TIMES	(SUS)	2.00	1,500	1.8	1,330	1.6	18	1.7	M-THSU	1,750	2.1	1,500	1.8	19	2.0	M-THSU	
		2.00-	2.30AM	2.15						1.5	M-THSU						1.6	M-THSU	
CBS CBS NEWS NIGHTWATCH-2		2.30-	6.00AM	2.30	2,580	3.1	1,170	1.4	29		M-THSU	2,330	2.8	1,080	1.3	28		M-THSU	
			2.45							1.8	M-THSU						1.6	M-THSU	
			3.00				1.7*	23*	1.6	M-THSU					1.5*	21*	1.4	M-THSU	
			3.15						1.7	M-THSU							1.6	M-THSU	
			3.30				1.6*	28*	1.6	M-THSU					1.6*	28*	1.5	M-THSU	
			3.45						1.4	M-THSU							1.4	M-THSU	
			4.00				1.4*	29*	1.3	M-THSU					1.3*	28*	1.3	M-THSU	
			4.15						1.4	M-THSU							1.3	M-THSU	
			4.30				1.4*	33*	1.4	M-THSU					1.3*	32*	1.3	M-THSU	
			4.45						1.3	M-THSU							1.2	M-THSU	
			5.30				1.3*	33*	1.3	M-THSU					1.2*	32*	1.2	M-THSU	
			5.45						1.1	M-THSU							1.1	M-THSU	
			5.55				1.1*	28*	1.1	M-THSU					1.1*	30*	1.1	M-THSU	
NBC NBC NEWS DIGEST-M-F		8.58-	8.59PM	8.45	8,500	10.2	8,500	10.2	19	10.2	M-F	9,080	10.9	9,080	10.9	22	10.9	M-F	
NBC NBC NEWS DIGEST-2-M-F	1	>	9.30	9,500	11.4	9,500	11.4	20	11.3	MWF									
	2	9.58-	9.59PM	9.45					11.5	MWF	9,250	11.1	9,250	11.1	20	11.1	TU&TH		
NBC PAPAL VISIT TO POLAND-FRI(S)	2	11.30-	11.42PM	11.30								8,080	9.7	8,000	9.6	24	9.6	FRI.	
NBC TONIGHT SHOW		11.30-	12.30AM	11.30	9,910	11.9	6,160	7.4	23	8.5	M-F	9,500	11.4	6,000	7.2	23	8.3	M-F	
			11.45				8.1*	22*	7.8	M-F					7.9*	23*	7.6	M-F	
			12.00						7.3	M-F							7.0	M-F	
			12.15				6.7*	23*	6.1	M-F					6.6*	23*	6.1	M-F	
			12.30														6.4	FRI.	



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

WEEK 1											WEEK 2										
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS				
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																					
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30 12.45	3,330	4.0	2,670	3.2	16	3.6 2.8	M-TH M-TH	3,670	4.4	3,000	3.6	17	4.0 3.2	M-TH M-TH				
NBC SCTV NETWORK	1	12.30- 2.00AM	12.30	6,000	7.2	3,170	3.8	18	4.4	FRI.	5,910	7.1	2,750	3.3	17	5.1	FRI.				
	2	12.42- 2.12AM	12.30 12.45 1.00 1.15 1.30 1.45 2.00				4.3*	17*	4.2 3.7 3.6 3.6 3.1	FRI. FRI. FRI. FRI. FRI.						4.1 3.5 3.4 3.1 2.6 2.5	FRI. FRI. FRI. FRI. FRI. FRI.				
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00 1.15	2,500	3.0	2,170	2.6	17	2.8 2.4	M-TH M-TH	2,420	2.9	2,000	2.4	15	2.5 2.2	M-TH M-TH				
NBC NBC NEWS OVERNIGHT-M-F		>	1.30 1.45 2.00 2.15 2.30 2.45	1,920	2.3	1,500	1.8	16	1.8 1.7 1.6 2.2 2.2	M-F M-TH M-F M-F FRI.	1,420	1.7	1,000	1.2	10	1.4 1.2 1.2 1.3 1.2 1.1	M-F M-TH M-F M-F FRI. FRI.				
		VARIOUS TIMES (SUS)					2.1*	15*							1.1*	10*					

DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-600A(SUS)		6.00- 6.15AM	6.00	3,000	3.6	1,350	1.9	13		M-F	3,000	3.6	1,350	1.9	13		M-F
ABC ABC WORLD NEWS-MORN-615A(SUS)		6.15- 6.30AM	6.15	5,000	6.0	2,500	3.5	19		M-F	5,000	6.0	2,500	3.5	19		M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,670	2.0	1,580	1.9	17	1.9	M-F	1,500	1.8	1,420	1.7	16	1.7	M-F
ABC GOOD MORN,AMER-THU-830(B)	2	8.30- 9.00AM	8.30 8.45								3,750	4.5	3,330	4.0	21	3.9 4.0	THU. THU.
ABC POPE IN POLAND(SUS)	2	11.00-12.00NN	11.00														THU.
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,330	8.8	6,910	8.3	28	8.3	M-F	7,080	8.5	6,750	8.1	26	8.1	M-F
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,580	1.9	1,250	1.5	18	1.4 1.6	M-F M-F	1,500	1.8	1,250	1.5	20	1.4 1.5	M-F M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,250	6.3	5,080	6.1	25	6.1	M-F	6,160	7.4	5,910	7.1	29	7.1	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,330	6.4	4,910	5.9	19	5.9	M-F	4,750	5.7	4,580	5.5	17	5.5	M-F
NBC EARLY TODAY M-F		6.30- 6.55AM	6.30 6.45	1,330	1.6	1,000	1.2	12	1.1 1.4	M-F M-F	1,250	1.5	1,000	1.2	13	1.0 1.4	M-F M-F
NBC TODAY SHOW-8.30AM THU(B)	2	8.30- 9.00AM	8.30 8.45								2,750	3.3	2,250	2.7	14	2.7 2.8	THU. THU.
NBC PAPAL VISIT TO POLAND(SUS)	2	11.08-12.00NN	11.00														THU.
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.25AM		8.25- 8.29AM	8.15	2,330	2.8	1,920	2.3	18	2.3		2,250	2.7	1,920	2.3	16	2.3	
ABC SCHOOLHOUSE ROCK-10.55AM		10.55-10.59AM	10.45	4,170	5.0	3,750	4.5	19	4.5		4,250	5.1	4,000	4.8	20	4.8	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,830	3.4	2,330	2.8	12	2.8		3,830	4.6	2,920	3.5	14	3.5	
ABC ABC SPECIAL REPORT(SUS)	2	12.23-12.25PM	12.15														

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY SATURDAY-CONT'D																	
CBS CAPTAIN KANGAROO-SAT	2	7.00- 7.29AM	+GRID								1,670	2.0	920	1.1	12		
	2	7.46- 8.00AM															
		7.15															
CBS CHALLENGER LAUNCH-CBS(S)	2	7.29- 7.46AM	+GRID														
		7.45									2,080	2.5	1,670	2.0	19	1.0	
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	1,500	1.8	1,330	1.6	13	1.6		1,830	2.2	1,670	2.0	14	2.0	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,500	3.0	2,080	2.5	16	2.5		2,250	2.7	1,920	2.3	13	2.3	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	2,830	3.4	2,750	3.3	17	3.3		2,670	3.2	2,420	2.9	14	2.9	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,330	4.0	3,250	3.9	16	3.9		3,250	3.9	3,250	3.9	16	3.9	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,750	5.7	4,330	5.2	21	5.2		4,080	4.9	3,670	4.4	19	4.4	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,500	5.4	4,330	5.2	22	5.2		4,910	5.9	4,580	5.5	23	5.5	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,170	5.0	3,830	4.6	19	4.6		5,080	6.1	4,580	5.5	23	5.5	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,670	4.4	3,500	4.2	18	4.2		3,330	4.0	3,000	3.6	15	3.6	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,170	3.8	2,830	3.4	15	3.4		3,330	4.0	2,920	3.5	14	3.5	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,170	3.8	2,920	3.5	14	3.5		4,000	4.8	3,750	4.5	17	4.5	
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	2,500	3.0	2,420	2.9	23	2.9		3,000	3.6	2,920	3.5	24	3.5	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,000	3.6	2,920	3.5	23	3.5		3,830	4.6	3,750	4.5	25	4.5	

NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	5,830	7.0	5,660	6.8	28	6.8	6,000	7.2	5,500	6.6	28	6.6
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	5,500	6.6	5,500	6.6	27	6.6	5,250	6.3	5,160	6.2	26	6.2
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	4,410	5.3	4,330	5.2	22	5.2	4,580	5.5	4,330	5.2	21	5.2
NBC NBC SPORTS-30 ROCK	2	1.00- 1.17PM	+GRID							3,420	4.1	3,170	3.8	15	
		1.15													3.5
NBC NBC MAJOR LEAGUE BASEBALL	2	1.17- 4.11PM	+GRID							11,750	14.1	5,160	6.2	22	
		4.00													6.5
		4.15													5.5
NBC NBC SPORTS-30 ROCK	1	2.00- 2.19PM	+GRID	3,750	4.5	3,250	3.9	15							
		2.15							4.1						
NBC NBC MAJOR LEAGUE BASEBALL	1	2.19- 5.38PM	+GRID	12,740	15.3	4,750	5.7	19							
		5.30							5.9						
DAY SUNDAY															
ABC USFL FOOTBALL	1	1.30- 5.06PM	+GRID	9,410	11.3	2,750	3.3	12							
		5.00							2.6						
ABC U.S. OPEN GOLF-SUN FILL-1(SUS)	2	5.40- 6.17PM	5.30												
ABC U.S. OPEN GOLF-SUN FILL-2(SUS)	2	6.44- 7.00PM	6.30												
CBS IN THE NEWS-7.26AM-SUN(SUS)		7.26- 7.29AM	7.15												
CBS IN THE NEWS-7.56AM-SUN(SUS)		7.56- 7.59AM	7.45												
CBS WESTCHESTER CLASSIC-SUN(S)	1	2.00- 4.37PM	+GRID	7,250	8.7	3,080	3.7	13							
		4.30							5.4						

# Bulletin

June 29, 1984

## THE PRESIDENT'S JUNE 14 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Thursday June 14, 1984, at 8:00-8:38PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience Households	33.7	28.2
Average Audience Households	27.5	23.1

### A.C. NIELSEN COMPANY

Nielsen Plaza • Northbrook, IL 60062 • (312) 498-6300  
New York, NY 10104 • 1290 Ave. of the Americas • (212) 708-7500  
Menlo Park, CA 94025 • 70 Willow Road • (415) 321-7700

# Line-up changes

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June 29, 1984

## NIELSEN NATIONAL TV RATINGS REPORT 1ST JUNE 1984 REPORT May 21-June 3, 1984

The following revised program audience data are the result of program lineup changes received from the networks too late for inclusion in the above report.

### Nielsen NATIONAL TV AUDIENCE ESTIMATES

NATIONAL TV AUDIENCE ESTIMATES										
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING SUNDAY										
NBC NBC LATE NIGHT MOVIE	2	11:30PM-1:03AM	11.30	1,930	2.3	1,090	1.3	5	1.3	SUN
			11.45				1.3*	4*	1.3	SUN
			12.00						1.3	SUN
			12.15						1.3	SUN
			12.30				1.3*	5*	1.2	SUN
			12.45						1.2	SUN
			1.00				1.3*	6*	1.3	SUN
									1.3	SUN

PROGRAM AUDIENCE ESTIMATES										
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### PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME				NO. OF T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK 2	DAY	START TIME	DUR NET		WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
PG. 10												
EVENING												
NBC LATE												
1 SUN.	11.30P	89	NBC	34	76	69	46	40	A	1.7	6	142
2 SUN.	11.30P	93		FF								